

Band plays at 9; organ at 11,
11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

**Prices Trend Upward,
Reserve Board Reports**

WASHINGTON, April 29.—Reports from Federal Reserve agents show a marked tendency of prices to resume their upward movement, the Federal Reserve Board reported tonight, but the board noted the hopeful sign, from the consumer's viewpoint, of "anxiety concerning the overstrained situation resulting from excessively high prices and wages," which it believed forecast a slowing down in the skyrocketing of prices.

While high prices of necessities obviously were chargeable to inefficiency and underproduction to a large degree, the board advanced the belief that the high costs of production were aggravated by the added expense of obtaining capital.

The board "viewed with some alarm" the question of obtaining adequate labor for the farms. This question was considered the most difficult element of the whole labor situation.

All lines of manufacturing have shown unprecedented activity, with textile makers leading in capacity operation. In the shoe and leather field, however, a "mixed situation" exists, which in some cases has resulted in a semi-stagnation.

All the Great Newspapers of the United States printed last week the startling statement presented exactly in the left-hand column as to the high cost of "necessaries," which please read.

[Signed] *John Wanamaker*

The facts authoritatively given out by the chiefs of financial operations in this great Country put a new pressure upon us as merchants to do something to create a breakwater against this higher wave of costs said to be still rising to submerge the people by increasing their burdens.

This Pioneer Store

consisting of the first "Different Kind of Store," grown from a seed planted in Philadelphia almost 60 years ago, now includes what was formerly the A. T. Stewart Store in New York. Today it owns at actual selling value and has in store ready for delivery

More Than Twenty Millions of Dollars (\$20,000,000) in Fine Fresh Merchandise

Which we will sell today and until further notice at 20 per cent off, or one-fifth below our regular prices.

All of these sixty years the people have done well by us.

Certain principles have guided us from the first, from which we have never deviated:

1. The people, finding that we dealt only in trustworthy goods, found out that they were well chosen, justly priced and that we could be depended upon every time.
2. We never have marked up overvalues on tickets to create mark-downs, and never will.

3. We made good in all our undertakings without upholstered advertising.

4. Our business has constantly increased and has never ceased to go ahead.

At this particular moment, when the highest financial authority points out a probability of higher prices, we believe that we have an incumbent duty to at least try to do something for our good customers to help them bear the excessive burdens of the hour and to continue the effort initiated by our Million Dollar Sales of 1917 to break the backbone of high prices.

THEREFORE, with but one reason only, that of a conscientious sense of duty, the Founder hereby puts at the disposal of the public for a limited time, beginning today,

**Upward of Twenty Millions of the Best Merchandise
That Has Been Bought for Cash**

not selecting a few articles here and there at lowered prices at the end of a fashion season, which is usual, but offering the full stocks of both our stores from end to end and from top to bottom (saving, say,

\$50,000 or less worth of articles taken in with restrictions we cannot honorably change)

at twenty per cent deduction from our actual prices

Note First—Nothing will be sold to dealers.
Note Second—No C. O. D.'s

Note Third—Nothing returnable.
Note Fourth—Nothing on approval.

Further, in order to influence manufacturers and speculators holding goods for higher prices, who may be in want of money at this time, when they may find it is scarce and at high interest, we hereby agree to expend:

One Million Dollars each week in taking over any desirable merchandise and paying cash for it the day of delivery in order to continue these sales,

hoping thereby with this great outlet to begin grading down prices, if even a little.

We pledge ourselves to give to our customers every advantage possible in keeping up the Sale by means of any deductions we can get from the manufacturers in expending this money.

In one sense, this all means that we are, by these privileges; taking our valued patrons into co-operation with us to effect a great purpose.

- In all our years we have
- never had a finer or larger stock.
 - never been so much prospered with large sales.
 - never been so strongly equipped from every point of view as we are today to conduct such an operation, which is wholly for the benefit of the public.

We are simply mastered by a spirit of duty to help the people who have helped us in this renewed effort to start a movement in lowering selling prices of merchandise and bring on more quickly the "better days coming" to this nation.

[Signed] *John Wanamaker*

Final Note—The price tags of last Saturday will remain on the goods—it would be impossible to change them on millions of articles. The deduction of 20 per cent will be taken off at the time of purchase. The

Tea Room and Dairy Restaurant, which are maintained as a convenience to our customers, and which are not included as merchandise sales sections, will keep on with their normal charges.